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# Vendor Training: An Assessment from Two Camps



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# Why are you here?



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# Overview of session

- Why study vendor training for electronic resources in libraries
- Research relevant to vendor training
- Survey
- Discussion leading to “what can I take home?”



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# Cost of Vendor Training

Are we getting the best value for our database expenditures?



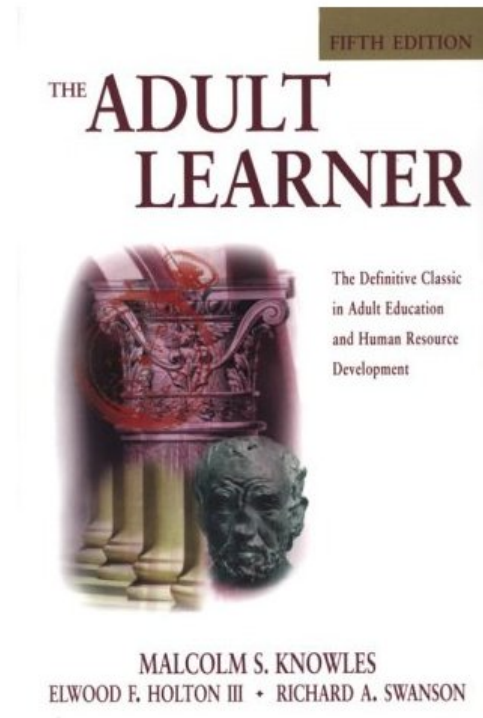
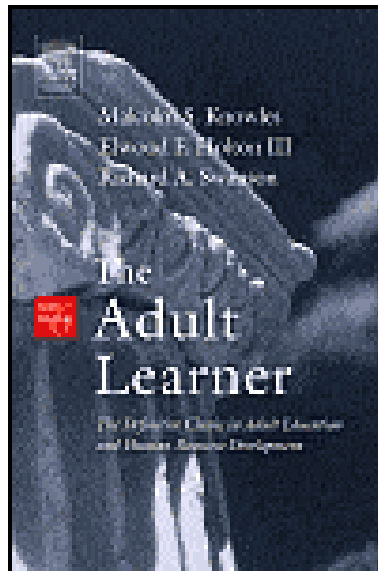
# Where is the cost?

- ❑ Embedded in resource
- ❑ Survey respondents indicated charges for training
- ❑ Staff time: coordination, attendance, use of space
- ❑ Vendor investment in the provision of training to libraries



# Research

## ■ Malcolm Knowles, Father of Adult Learning



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# Applying the principles of Malcolm S. Knowles, leader in adult education

- Theory of adult education based on two principles
    - Process should start with and build on backgrounds, needs, interests, concerns.
    - Adult learners must be active participants in the learning process.
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# Why is it important to build on background, needs, concerns

- According to Knowles, by providing the training content in the context of the learner's own life situation, it leads to:
  - Internalizing the information more quickly
  - Retaining it longer
  - Applying it more confidently



# Survey

- Conducted two online surveys on the effectiveness of vendor training
  - Library community, ERIL-L listserv
  - Vendors
    - CSA
    - H.W. Wilson
    - EBSCO
    - ProQuest
    - OVID
    - Thomson Scientific
    - Thomson Gale



# Communication Theory: Co-Orientation

- In its simplest form, same message is directed to two groups and the results are compared



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# Survey Results

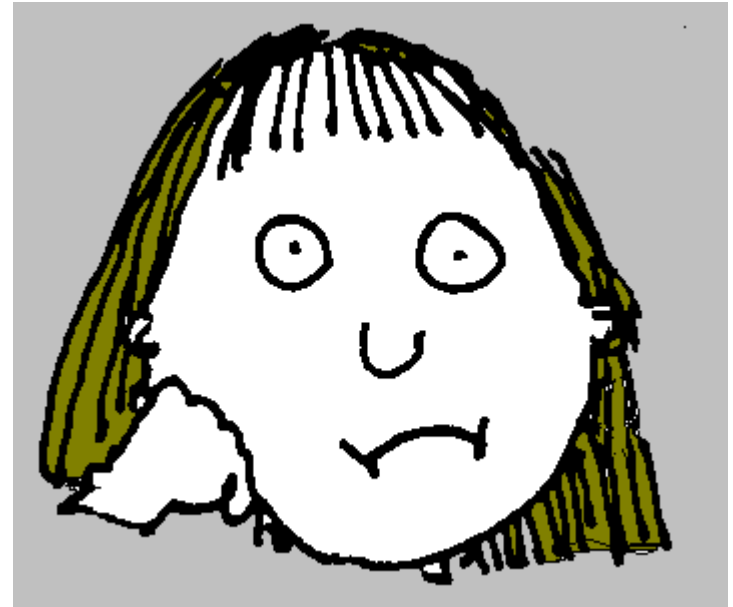
## ■ Participants

- ❑ Library Community: 480 responses (27% response rate)
- ❑ Vendors: 36 responses



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Library respondents: very effective vs.  
somewhat effective



# Library respondents finding vendor training very effective vs. somewhat effective

- 102 respondents
- Participation is encouraged
- In-person training most effective (64%)
- 80 respondents
- Participation: neutral, encouragement
- In person training most effective (27%)



# Library respondents: vendor training very effective vs. somewhat effective

- Vendor training: great importance (65%)
- Very positive attitude in library for training (66%)
- Importance of vendor training is more important now (78%)
- Vendor training: some importance (71%)
- Somewhat positive attitude for training (48%)
- Importance of vendor training is more important now (58%)



# Library respondents: vendor training very effective vs. somewhat effective

- Consider training prior to purchase (58%)
- Will web training meet your needs, yes (61%)
- Consider training prior to purchase (32%)
- Will web training meet your needs, yes (34%)



# Comparing the results: Library community and vendors

- Level of participation
- Value and effectiveness: in-person training
- Overall effectiveness
- Importance of vendor training
- Web-based training





# Top comments from each group of library respondents

## ■ Very Effective

- ❑ Customization, 16%
- ❑ Interactivity, 12%
- ❑ Frequency, 10%

## ■ Somewhat Effective

- ❑ Customization, 17%
- ❑ Trainers, 13%
- ❑ “no sales pitches,” 13%



# Free Response from both camps

## ■ Library Community (230 responses)

- Training
- Usage
- Format
- Trainers

## ■ Vendors (24 responses)

- Training
- Usage
- Format



# Future Considerations for vendor training

- Sell the benefit
- Determine needs of group
- 15 minute workshop
- Allow for interactivity/hands-on time
- Bargain for more time
  - Hand-outs
  - Frequently asked questions
  - Clarity on what is needed



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# Discussion and Questions



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# References

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